

# // YOUTUBE, ONLINE VIDEO AND TELEVISION: INSIGHTFUL FACTS & FIGURES

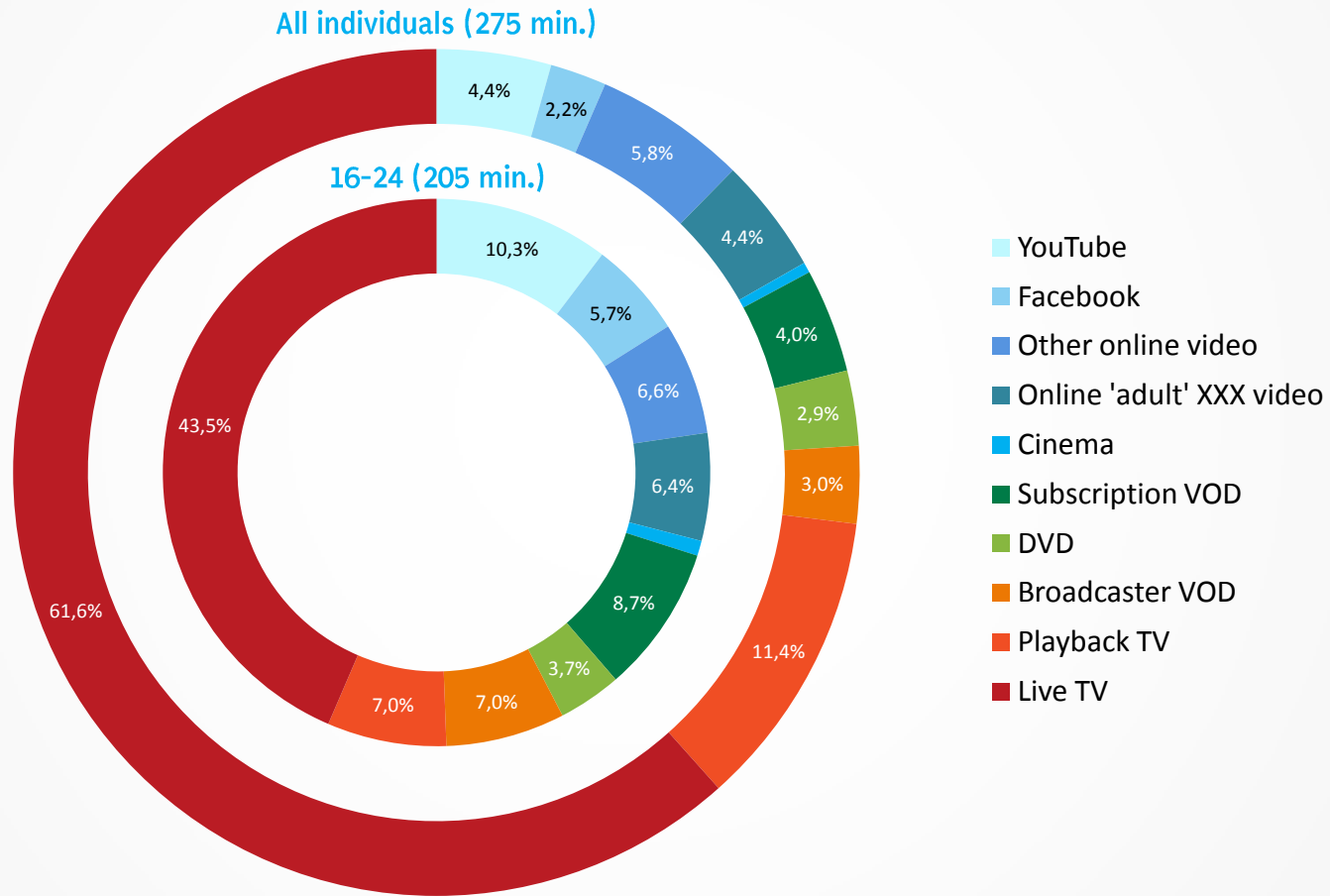
Brought to you by **PEPPTV**

Data compiled by **egta.**

UK

# // TV DOMINATES THE WORLD OF VIDEO

FOR MORE INFO: [WWW.THINKBOX.TV/RESEARCH/THINKBOX-RESEARCH/THE-TRUTH-ABOUT-YOUTH](http://WWW.THINKBOX.TV/RESEARCH/THINKBOX-RESEARCH/THE-TRUTH-ABOUT-YOUTH)



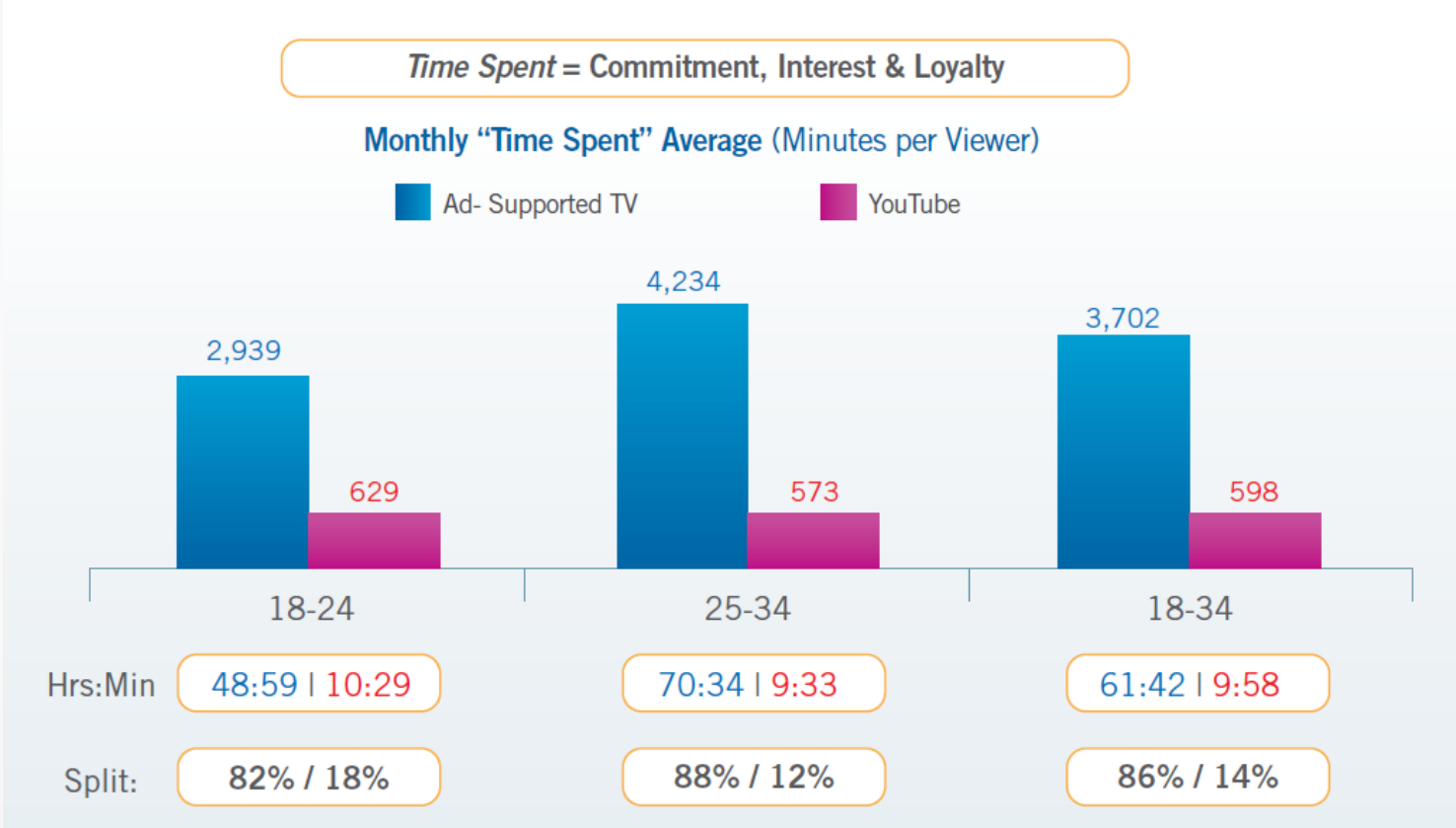
SOURCE: 2015, BARB / COMSCORE / BROADCASTER STREAM DATA / OFCOM DIGITAL DAY / IPA TOUCHPOINTS 6 / RENTRAK

USA

// AMONG MILLENIALS, AD-SUPPORTED TV MAINTAINS A SUBSTANTIAL ‘TIME SPENT’ ADVANTAGE AGAINST YOUTUBE



FOR MORE INFO:  
[WWW.THEVAB.COM/WP-CONTENT/UPLOADS/2016/04/VAB-REPORT-JUST-THE-FACTS.PDF](http://WWW.THEVAB.COM/WP-CONTENT/UPLOADS/2016/04/VAB-REPORT-JUST-THE-FACTS.PDF)  
[WWW.THEVAB.COM/WP-CONTENT/UPLOADS/2015/12/JUST\\_THE\\_FACTS-YOUTUBE.PDF](http://WWW.THEVAB.COM/WP-CONTENT/UPLOADS/2015/12/JUST_THE_FACTS-YOUTUBE.PDF)  
[WWW.THEVAB.COM/WP-CONTENT/UPLOADS/2016/01/VAB-MULTISCREEN-3Q15-REPORT.PDF](http://WWW.THEVAB.COM/WP-CONTENT/UPLOADS/2016/01/VAB-MULTISCREEN-3Q15-REPORT.PDF)



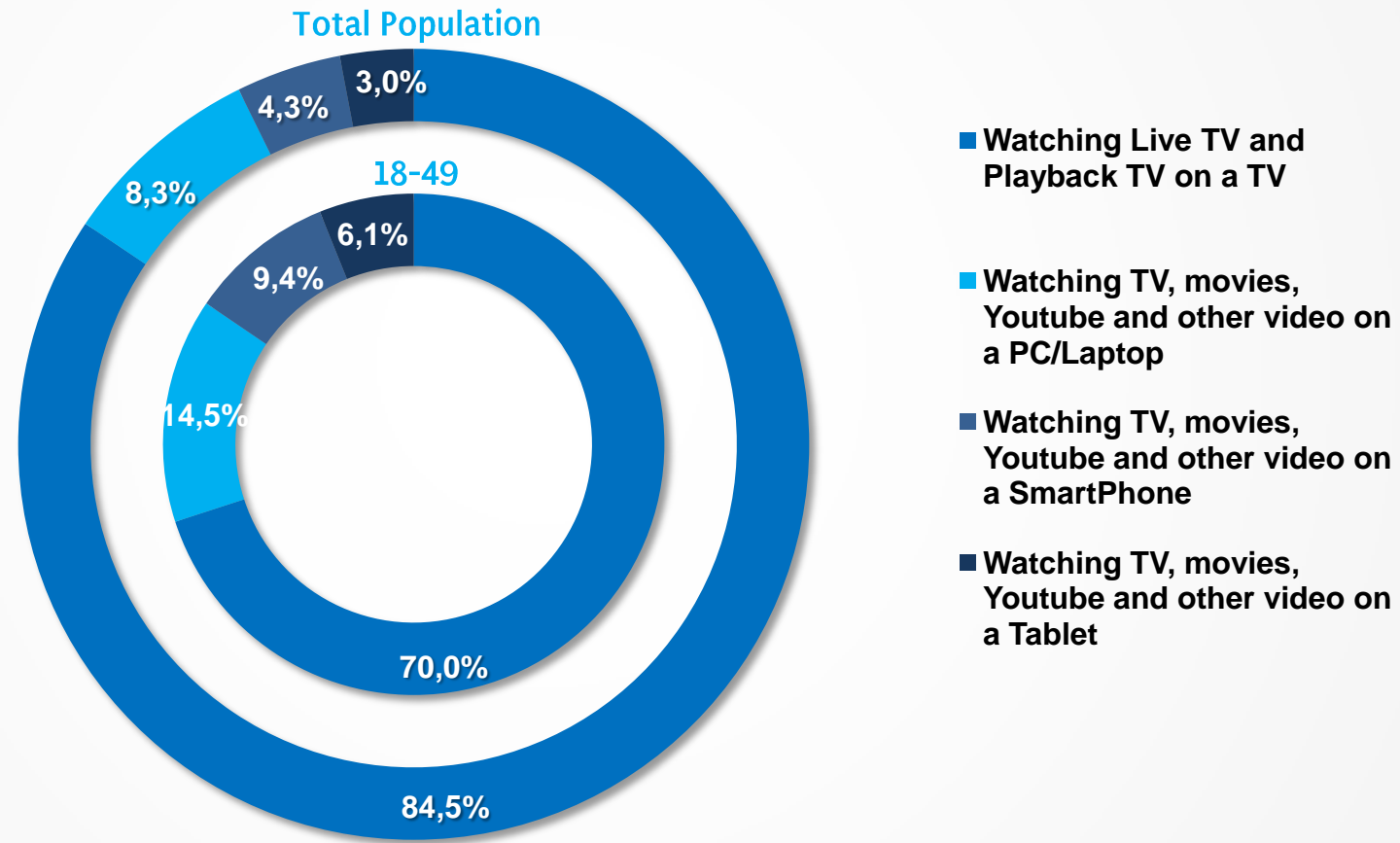
AD-SUPPORTED TV = BROADCAST + CABLE TV

SOURCE: NIELSEN R&F PROGRAM REPORT LIVE+SD, TOTAL DAY 11/1–11/30/15;  
COMSCORE MEDIA METRIX (MULTIPLATFORM) NOVEMBER 2015

# AUSTRALIA

## // BROADCAST TV DOMINATES VIDEO CONSUMPTION

FOR MORE INFO: [HTTP://WWW.THINKTV.COM.AU/CONTENT\\_COMMON/PG-REPORTS.SEO/](http://www.thinktv.com.au/content_common/pg-reports.seo/)



TIME SPENT WATCHING CONTENT ON SCREENS

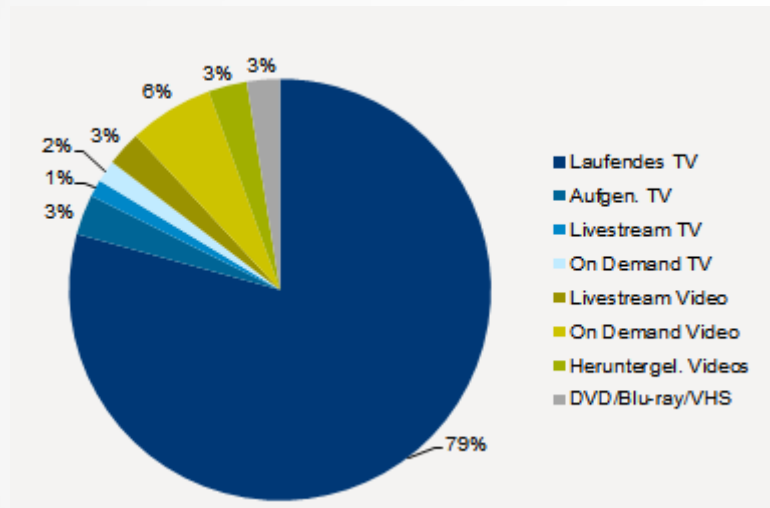
SOURCE: AUSTRALIAN MULTI-SCREEN REPORT Q4 2015 (OZTAM, REGIONALTAM, NIELSEN)

# AUSTRIA

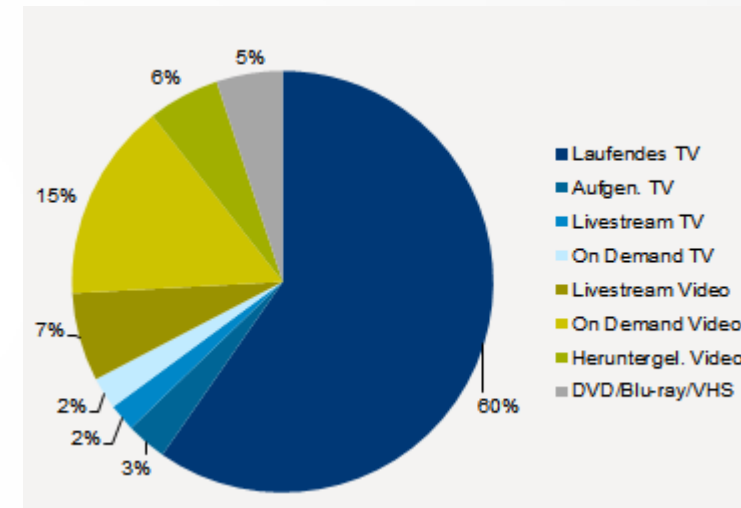
// LINEAR TV REMAINS NUMBER ONE



Target group 14+



Target group 14-29



LAUFENDES TV = LINEAR TV

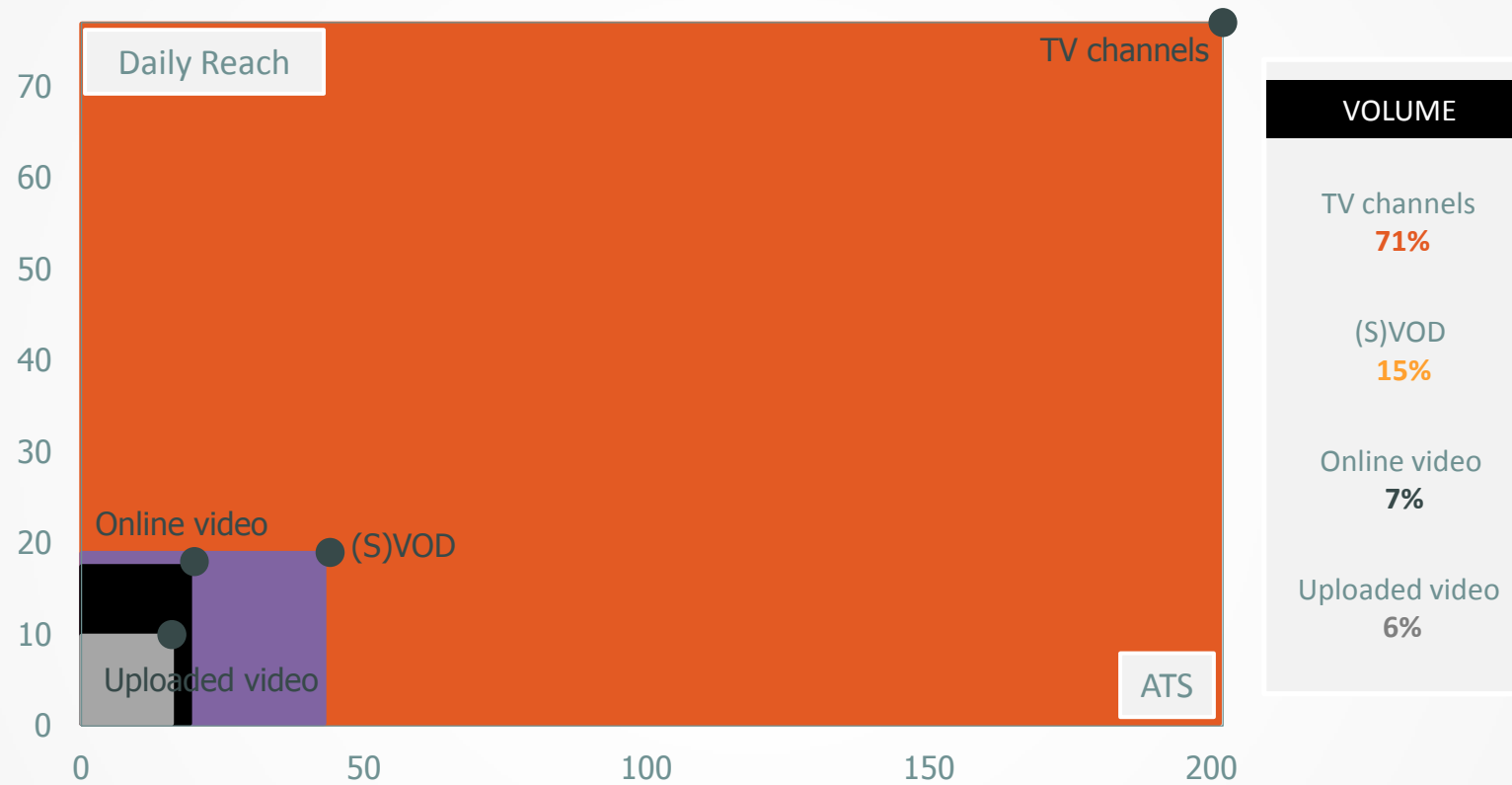
AUFGEN. TV = RECORDED TV (RECORDED BY THE USER)

HERUNTERGEL. VIDEOS = VIDEO DOWNLOADED FROM THE WEB BY A USER TO A DEVICE

SOURCE: VIDEO-STUDY ARBEITSGEMEINSCHAFT TELETEST

# BELGIUM

// ONLINE VIDEO DOES NOT REPLACE LINEAR TV



ATS = AVERAGE TIME SPENT

ONLINE VIDEO = TV WEBSITES, SOCIAL NETWORKS, OTHER SITES (YOUTUBE,...)

(S)VOD = TELCO PROVIDERS, VOD SERVICES (I.E. NETFLIX)

SOURCE: MEDIAXPERIENCE, RMB - 15-64Y, NATIONAL, MON-SUN, % VIDEO VOLUME

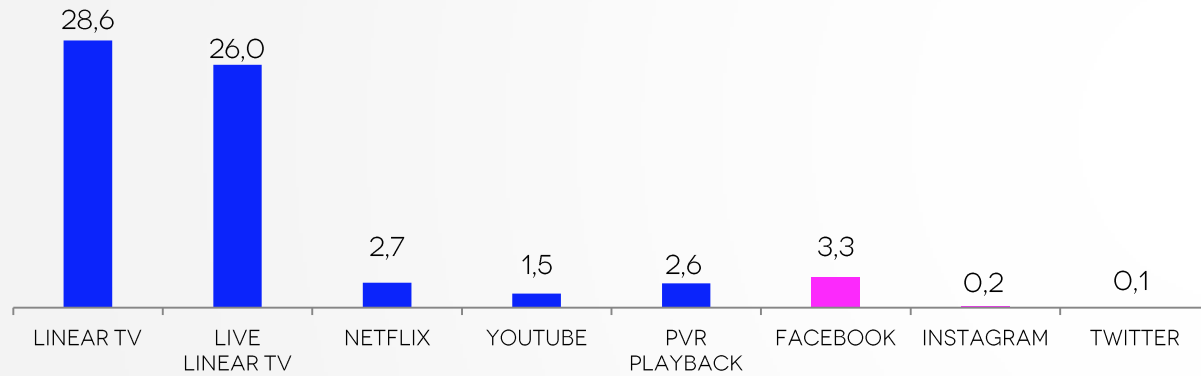
# CANADA



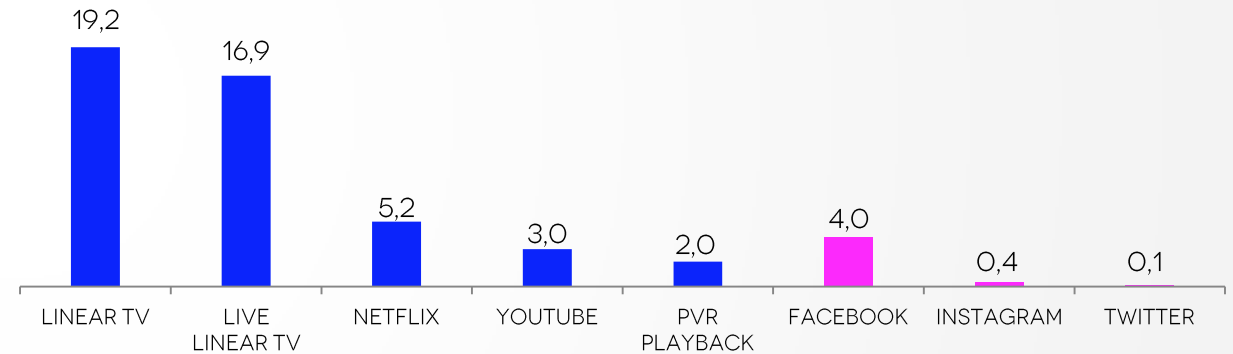
// MILLENNIALS SPEND 19 HOURS WATCHING TELEVISION EACH WEEK,  
6X MORE THAN THE TIME SPENT WATCHING VIDEOS ON YOUTUBE

FOR MORE INFO: [THINKTV.CA/TV-FUNDAMENTALS/KILLER-CHARTS/](http://THINKTV.CA/TV-FUNDAMENTALS/KILLER-CHARTS/)

Target group 18+



Target group 18-34



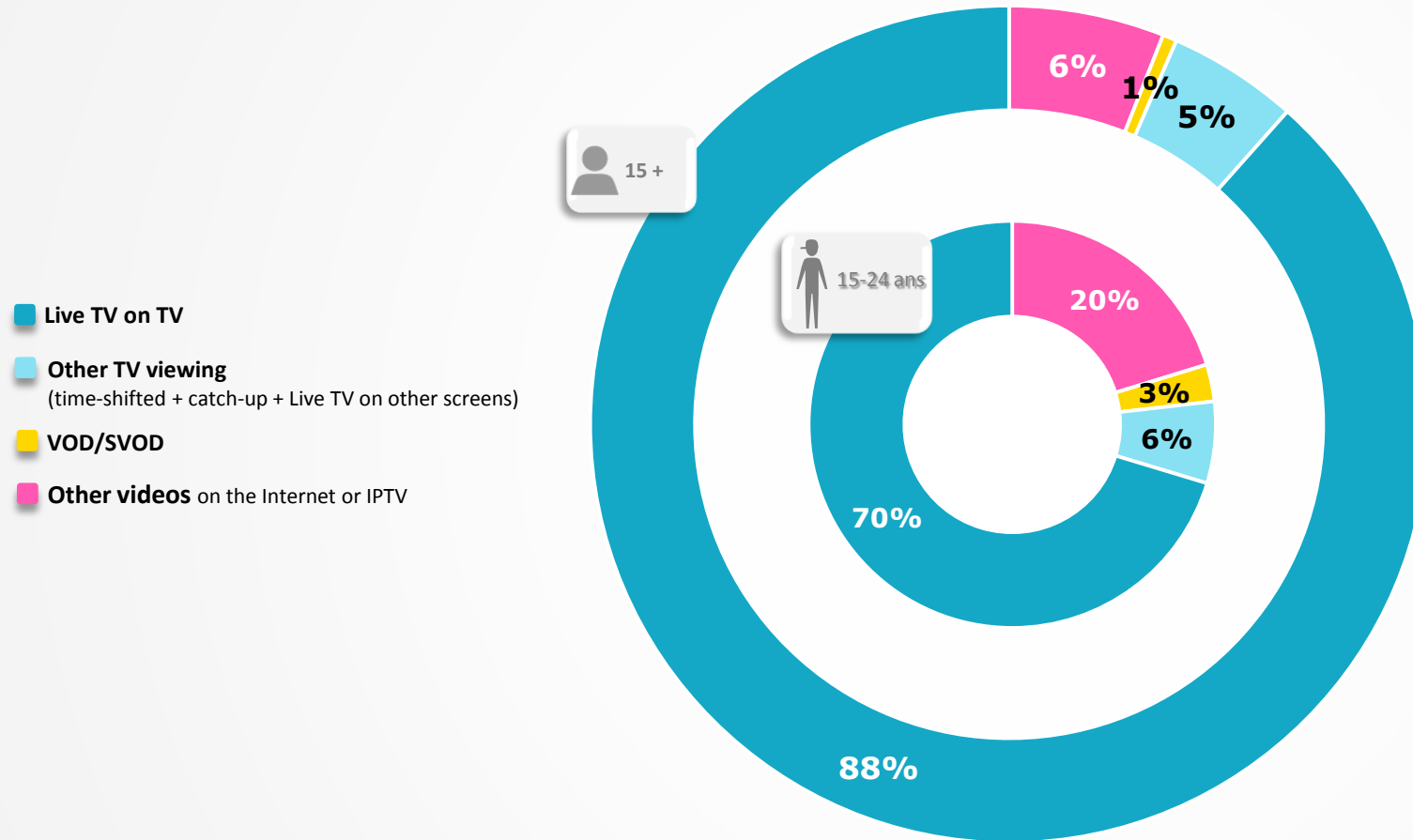
#### SOURCES:

- LINEAR TV, LIVE LINEAR TV, PVR PLAYBACK: NUMERIS; INFOSYS TV+; TOTAL CANADA, FULL WEEK (MO-SU 2A-2A), 1 MINUTE REACH; WEEKS 2-16 (SEP 7 - DEC 20, 2015).
- DIGITAL: COMSCORE MEDIA METRIX; MULTI-PLATFORM; A18+, 3 MONTH AVERAGE (SEP - NOV 2015).
- NETFLIX INC. MEDIA TECHNOLOGY MONITOR, FALL 2015, MEAN WEEKLY HOURS PER CAPITA (A18+).

AVERAGE WEEKLY HOURS PER CAPITA

# FRANCE

## // LIVE TV DOMINATES THE VIEWING PIE

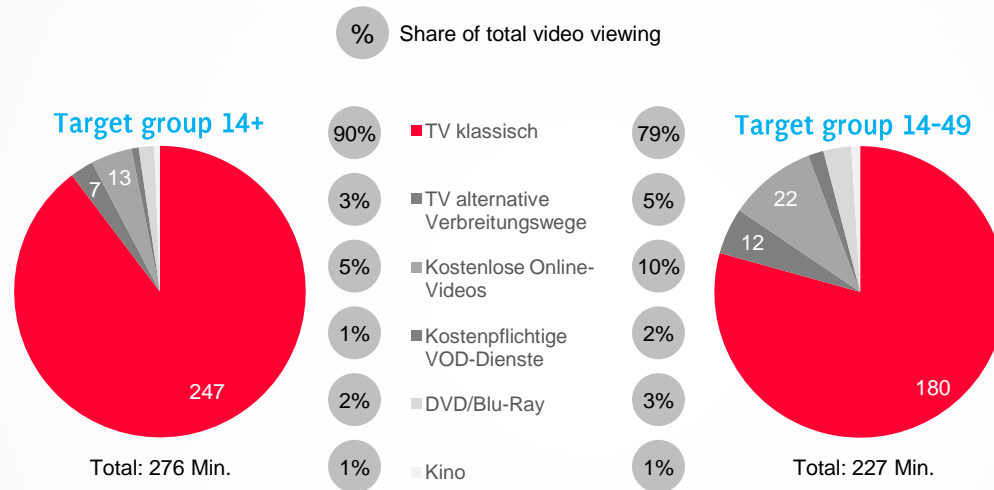


SOURCE: 2015 – MÉDIAMÉTRIE – EXTRACT FROM STUDY « VISION 2020 » – MEASURES & ESTIMATIONS BASED ON MEDIAMAT PANEL, TV GLOBAL AND INTERNET PANELS



# GERMANY

// 14-49Y SPEND 79% OF THEIR VIEWING TIME WATCHING LINEAR TV



TV KLASSISCH = LINEAR TV (LIVE +3)

TV ALTERNATIVE VERBREITUNGSWEGE = ALTERNATIVE TV (I.E. ONLINE STREAMING OR MOBILE PLATFORMS)

KOSTENLOSE ONLINE-VIDEOS = FREE ONLINE VIDEO

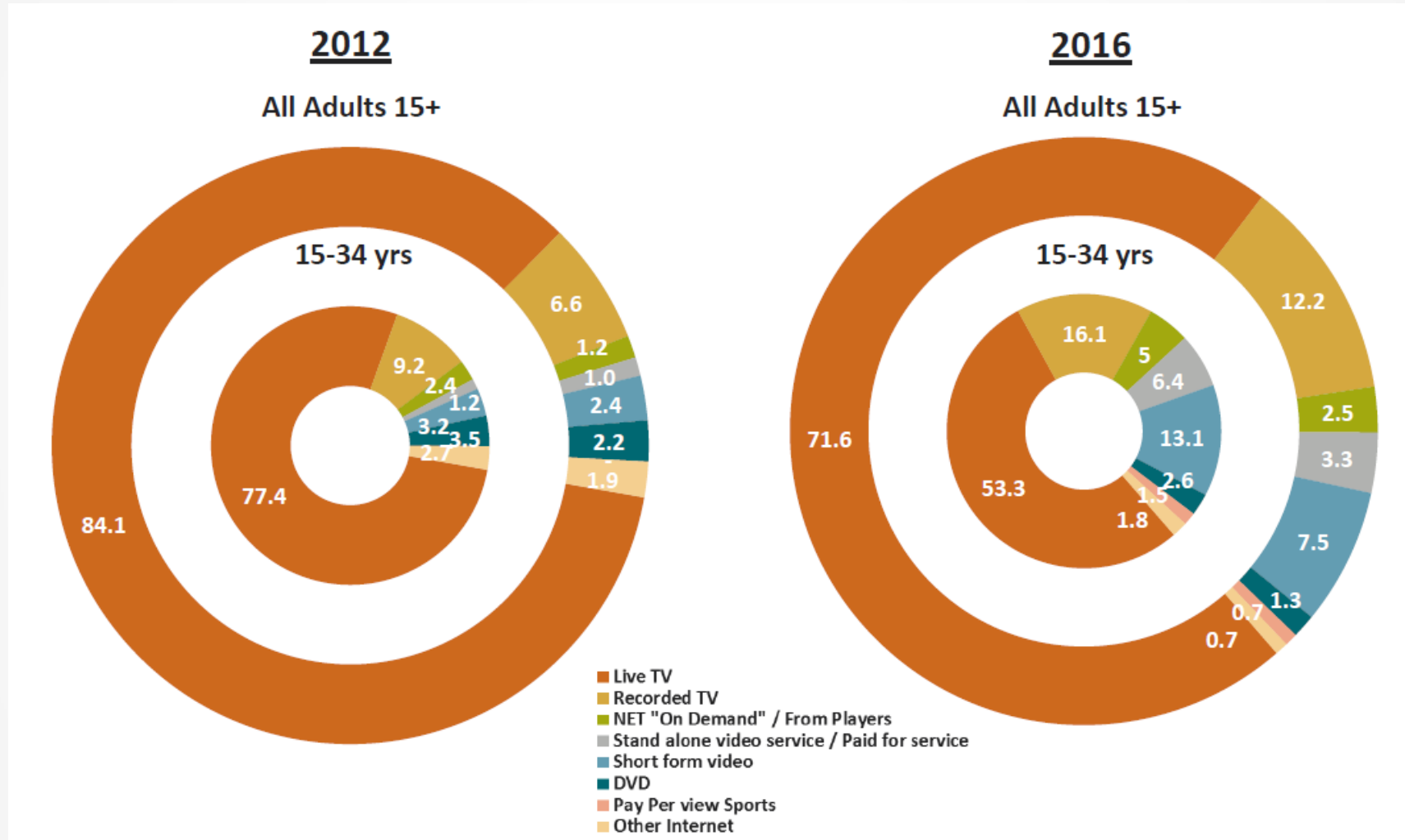
KOSTENFLICHTIGE VOD-DIENSTE = PAID-FOR VOD SERVICES

KINO = CINEMA

SOURCE: VIEWTIME REPORT Q4/15, SEVENONE MEDIA/FORSA 2015

# IRELAND

// LIVE TV CONTINUES TO DOMINATE THE WORLD OF A/V

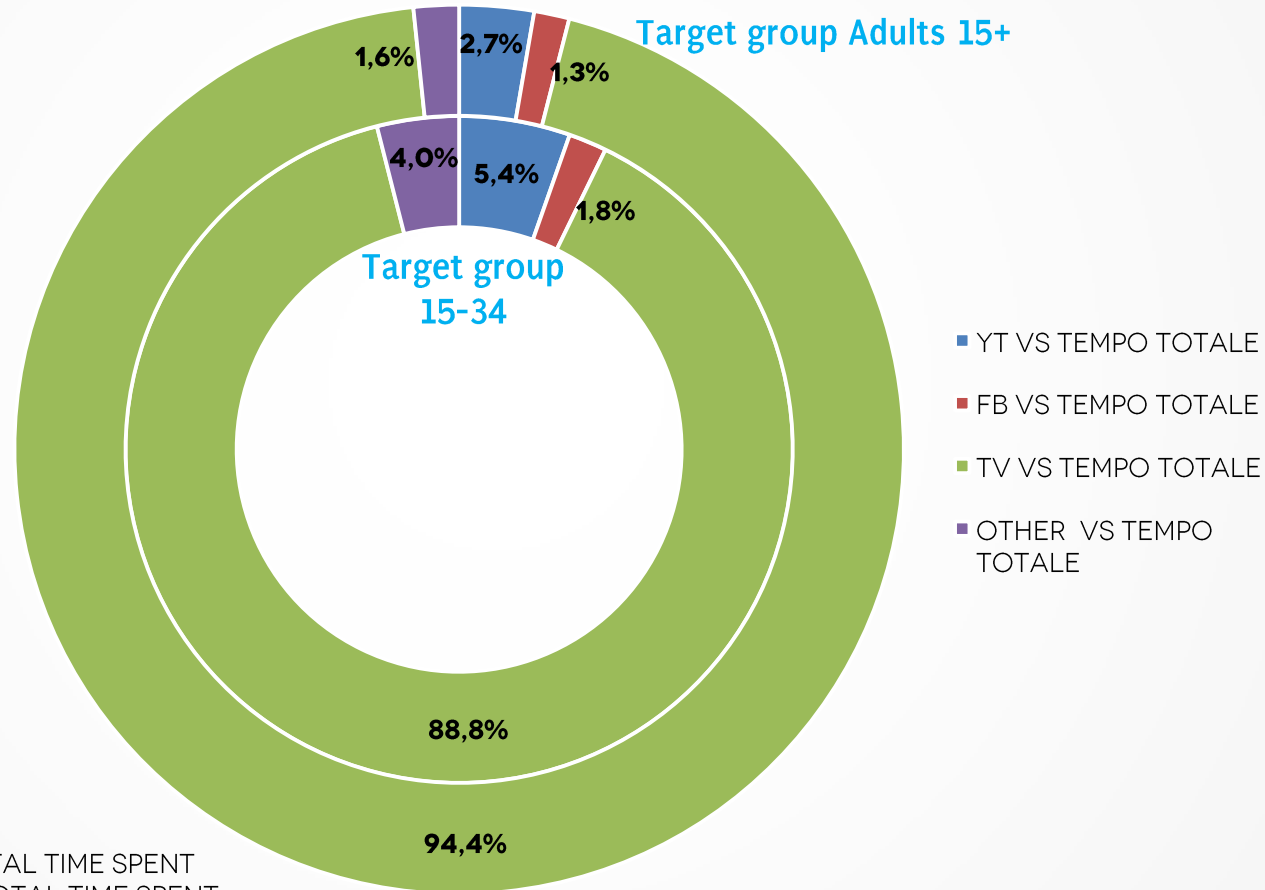


SOURCE: IPSOS MRBI 15-O80245/TAM VIEWING HABITS 2016

# ITALY



// ON TARGET GROUP 15-34 YOUTUBE REPRESENTS ONLY 5,4% OF TIME SPENT WATCHING VIDEOS

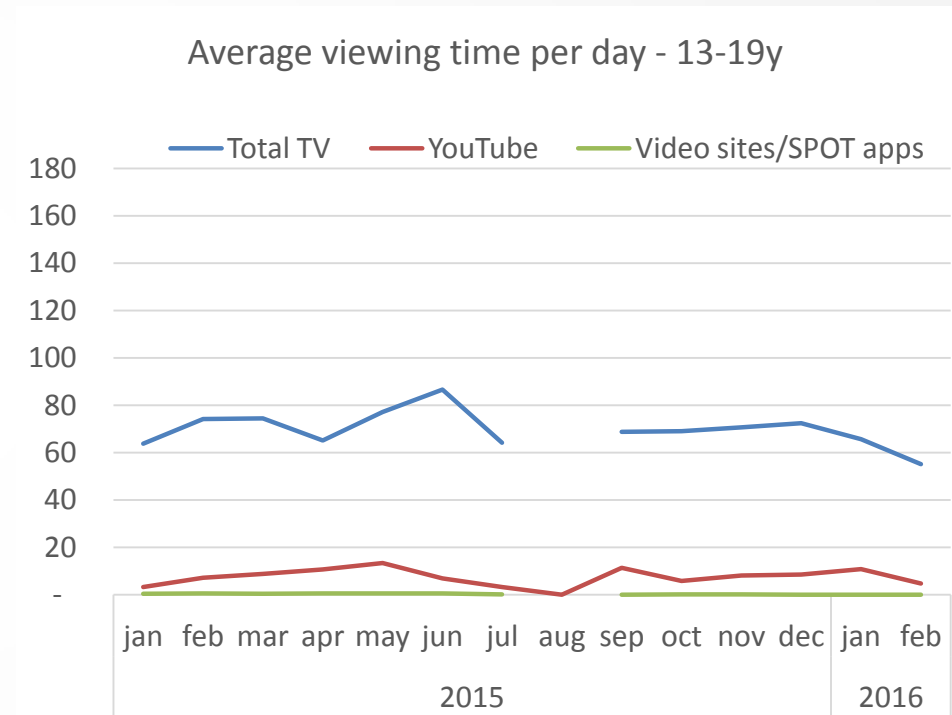
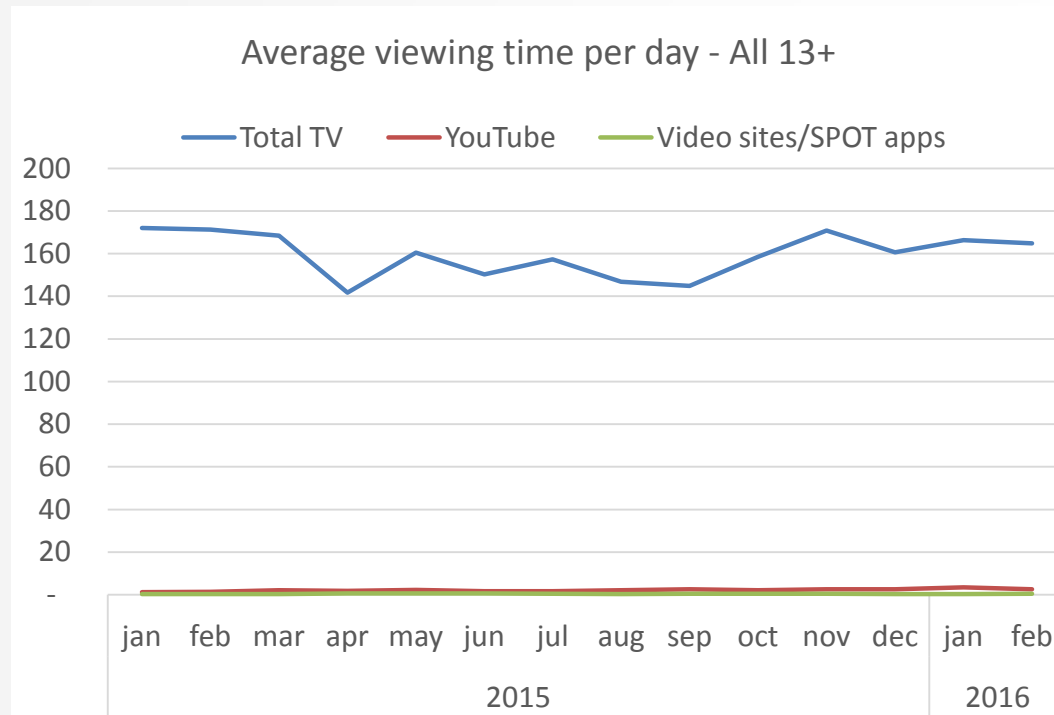


AVERAGE TIME SPENT WATCHING VIDEO CONTENT  
YT VS TEMPO TOTALE = TIME SPENT ON YOUTUBE VS TOTAL TIME SPENT  
FB VS TEMPO TOTALE = TIME SPENT ON FACEBOOK VS TOTAL TIME SPENT  
TV VS TEMPO TOTALE = TIME SPENT ON TV VS TOTAL TIME SPENT  
OTHER VS TEMPO TOTALE = TIME SPENT ON OTHER VIDEO VS TOTAL TIME SPENT

SOURCE: AUDITEL & COMSCORE

# NETHERLANDS

// YOUTUBE AND OTHER ONLINE VIDEO VIEWING ONLY ACCOUNT FOR A FEW MINUTES VIEWING PER DAY



13-19Y: TOTAL TV AND VIDEO SITES/SPOT APPS  
VIEWING DATA NOT AVAILABLE FOR AUGUST 2015

WITH THANKS TO **groupm**

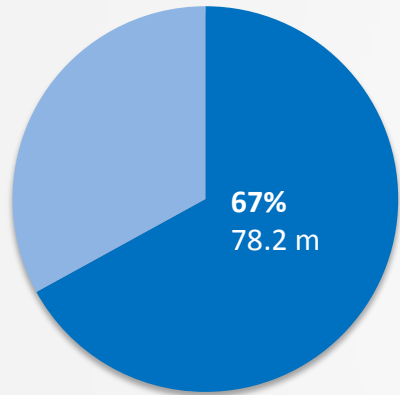
SOURCE: GFK MEP

# RUSSIA

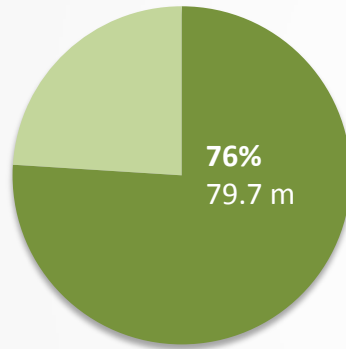
// INTERNET HAS A STRONG SHARE, BUT TV REMAINS THE FAVOURITE SCREEN



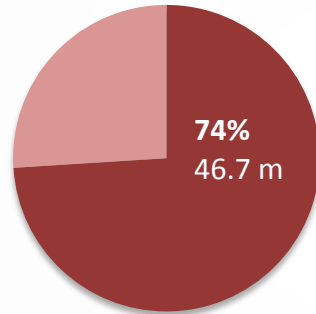
SHARE OF INTERNET USERS IN RUSSIA



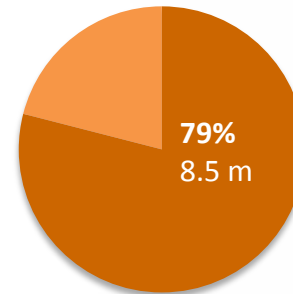
Population of Russia  
(18+)



Population of Russia  
(12-46)

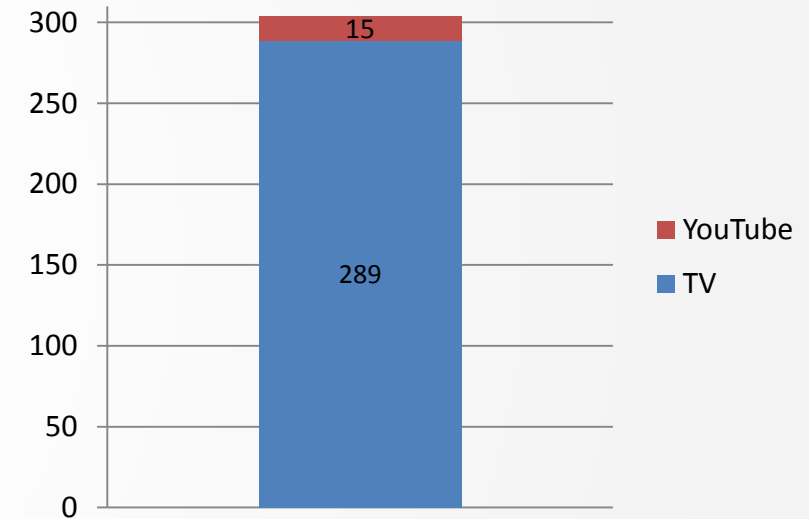


Cities with population  
over 100 000 (12+)



Moscow (12+)

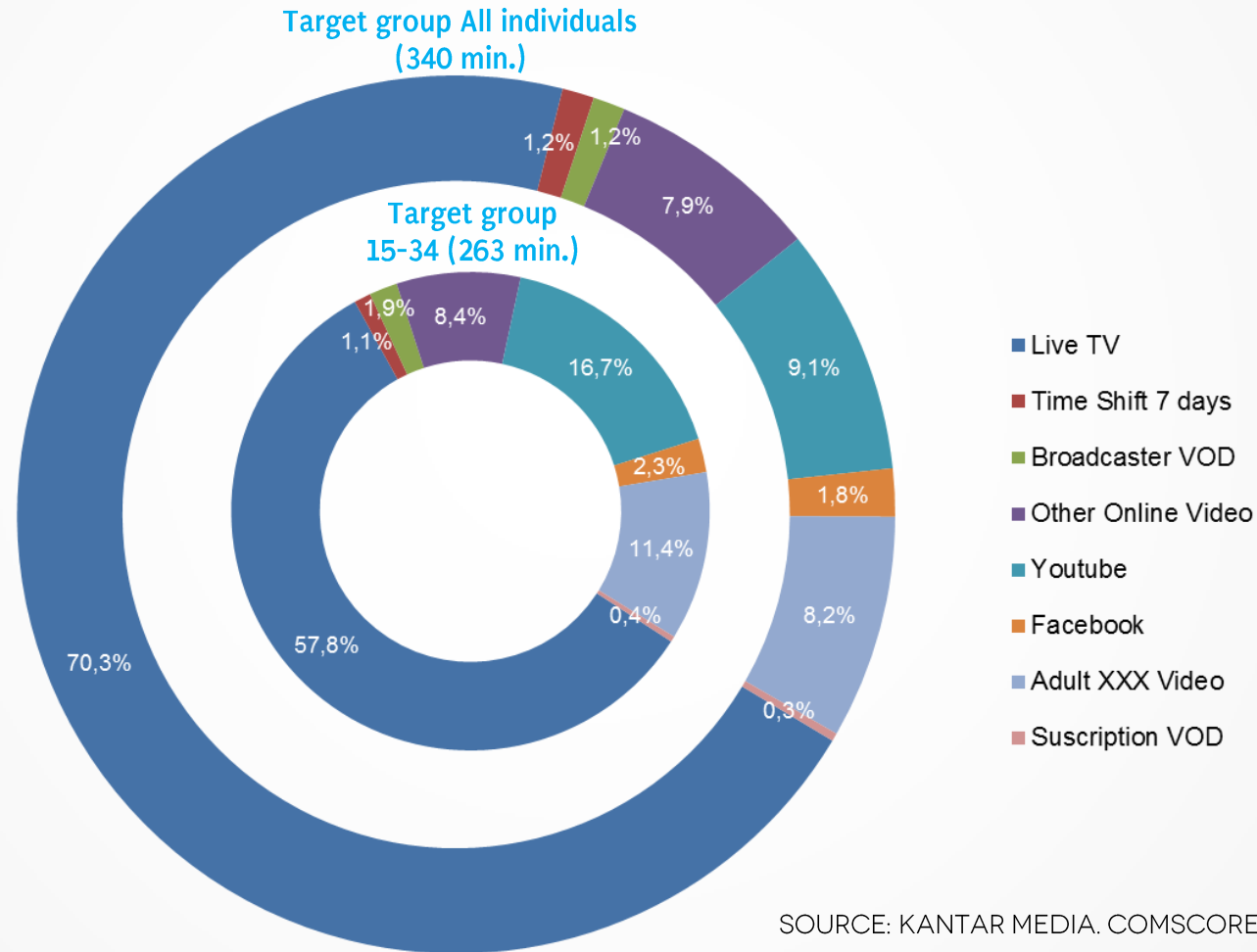
VIEWING MINUTES PER DAY, YOUTUBE VS TV



SOURCE SHARE OF INTERNET USERS: YANDEX  
SOURCE VIEWING MINUTES: YOUTUBE, COMSCORE – TV, TNS – ALL 6+, MARCH 2015–MARCH 2016

# SPAIN

// ON TARGET GROUP 15-34, YOUTUBE ACCOUNTS FOR 16,7% OF DAILY VIDEO VIEWING

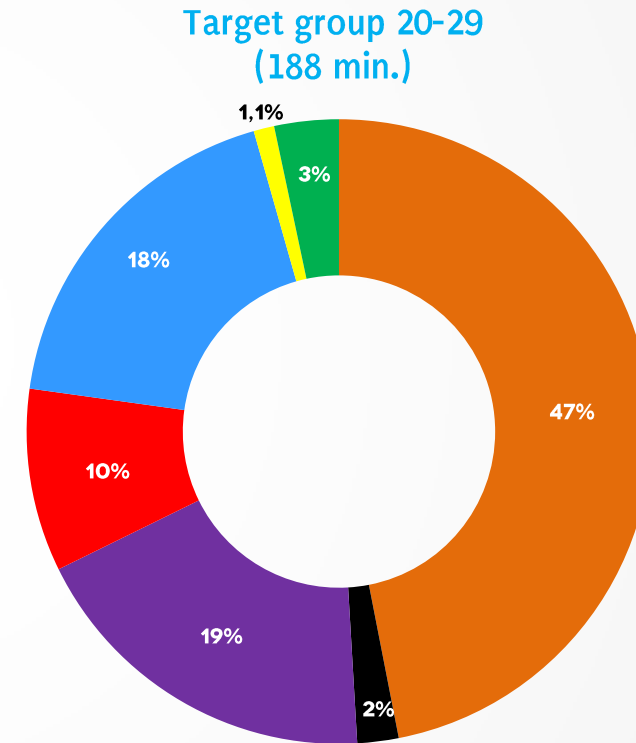
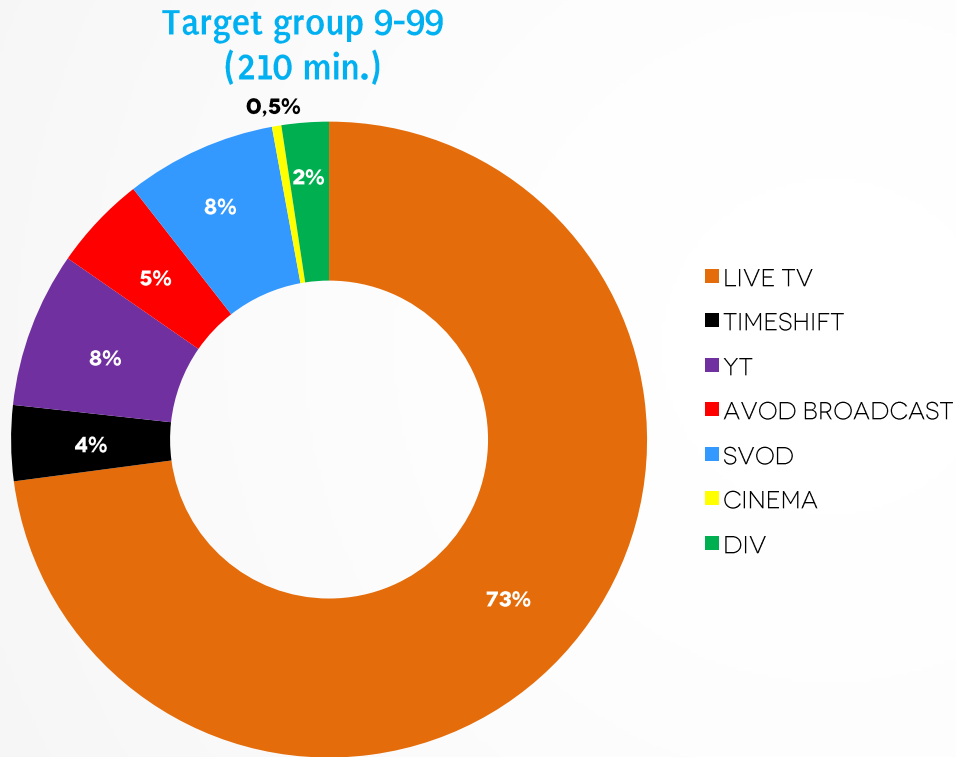


AVERAGE VIDEO TIME PER DAY

SOURCE: KANTAR MEDIA. COMSCORE VIDEO METRIX, ESTIMATE MULTIPLATFORM.  
RESEARCH TELEVIDENTE 2.0. MARCH 16

# SWEDEN

// LIVE TV GETS THE BIGGEST SHARE OF VIEWING PER DAY



SHARE OF VIEWING PER DAY

AVOD=SVT PLAY, TV4 PLAY, TV3 PLAY, D PLAY

SVOD=NETFLIX, VIAPLAY, C MORE, HBO

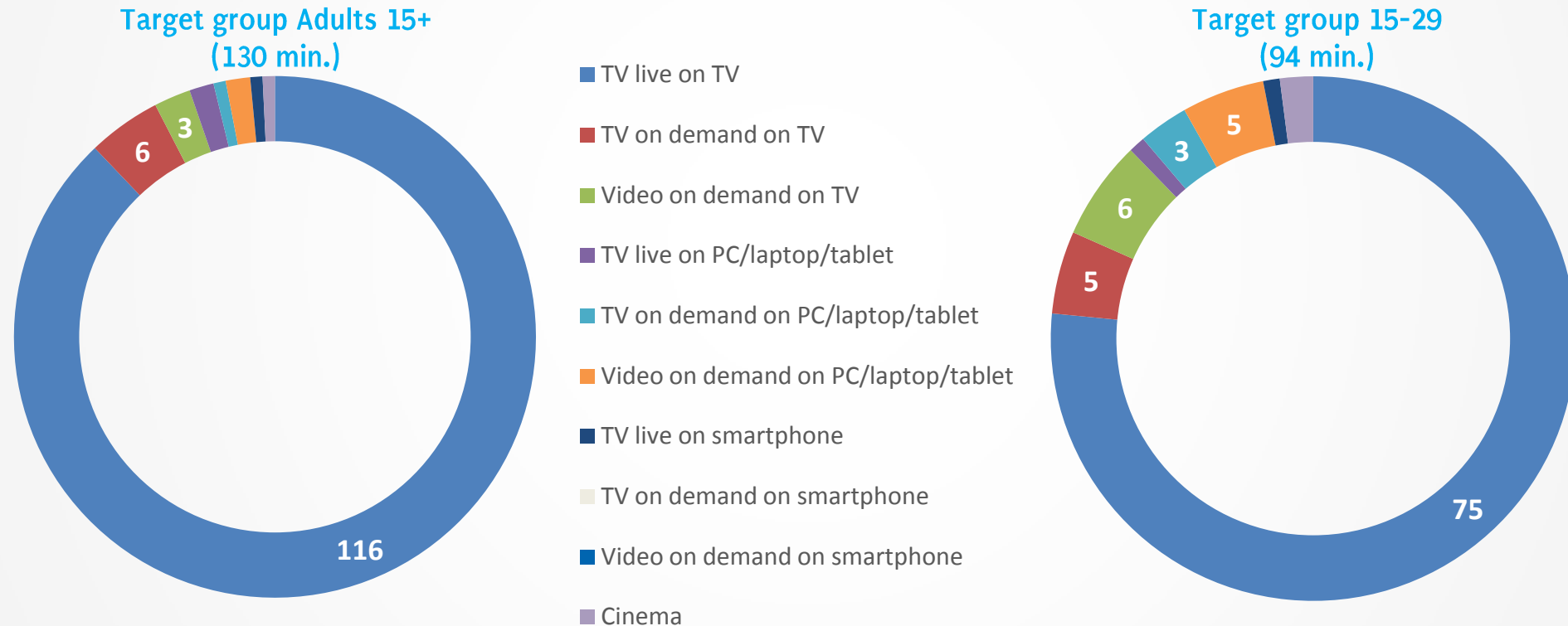
DIV= BARNKANALEN, DREAMFILM, AB TV, PIRATEBAY

SOURCE: MMS TRENDS & TEMA 2015

# SWITZERLAND



// ALTHOUGH ONLINE VIDEO SHOWS SIGNIFICANT REACH ON 15–29,  
DAILY USAGE TIME IS STILL MODEST



AVERAGE DAILY VIDEO VIEWING IN MINUTES

SOURCE: MEDIAPULSE TIME USE STUDY 2015, ALL LANGUAGE REGIONS





**These figures were published together with a PRESS RELEASE by PEPPTV on 07/06/2016.**

**New figures show that TV is the world's favourite video**

**6 June 2016 – TV companies and trade bodies from around the world have today reminded marketers about TV's enduring popularity and strength as an advertising medium.**

TV trade bodies from around the globe, including Germany, Spain and the Netherlands, have recently published reports to put video consumption in perspective.

The studies echo recent research by Thinkbox (the UK's TV marketing body – [see study here](#)) and the VAB (the American Video Advertising Bureau – see [study here](#)) which showed how TV continues to dominate the video lives of all generations.

Said [PEPPTV](#), the informal grouping of broadcasters' trade bodies and sales houses: "Video is a confusing world with lots of numbers flying around. But despite the popularity and occasional hype around video services, this new international data underlines TV's unmatched and continued popularity around the world. It is the world's favourite video. We hope international marketers will base their decisions about advertising investment on these facts and TV's proven effectiveness."

# PEPPTV

For questions about PEPPTV contact [annelaure.dreyfus@egta.com](mailto:annelaure.dreyfus@egta.com) or about the figures contact [caroline.brasseur@egta.com](mailto:caroline.brasseur@egta.com)